



THE LATEST IN

Data Center Polling

Environmental Polling Consortium Briefing

10/14/2026

About Embold Research

Fast. Accurate. Affordable.

Who We Are



Embold Research helps leaders better understand Americans' wants and needs. We have a fresh take on public opinion measurement. Our team brings expertise in methodological innovation, research design, public opinion, and strategic consulting. Embold is the nonpartisan business unit of Change Research and launched in 2021.

Our Unique Approach



All of our surveys are completed online. We recruit fresh participants for every survey using targeted advertisements on website and social media platforms, text messaging, and selective online panels.

Our Products



In addition to custom polling, we offer:

- ***Magnify*** AI targeting (custom modeling)
- ***Voices*** qualitative research (in-depth interviews and text-based chats)
- ***ReSpark*** Renewable energy project viability and tracking (standardized and cost-effective polling)

Nationwide Trends

from Embold Compass Polls

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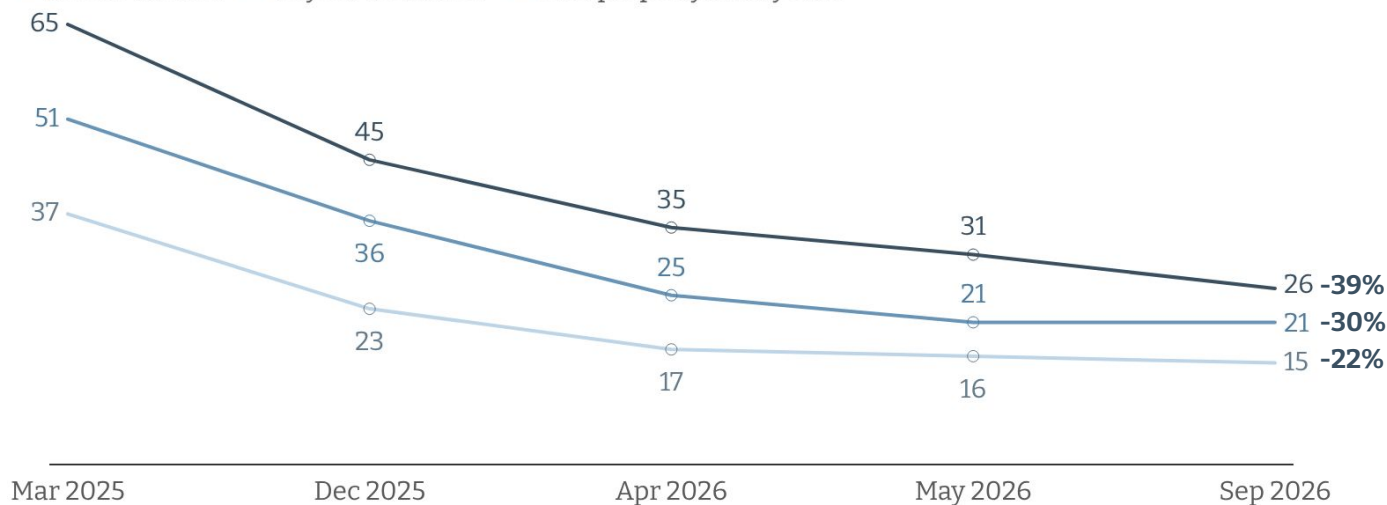
Over the last year and a half, support for building data centers in the US has declined from 65% to 26% (from 2 in 3 voters to 1 in 4)

Voters are consistently less supportive of building near where they live

EMBOLD research

Data centers are large facilities that house computer servers used to store information, process data, and power technologies such as artificial intelligence (AI). Do you support or oppose data centers being built in the following areas?

— Across the U.S. — In your local area — On a property near yours



Numbers above represent strongly/somewhat support

Data from Embold Compass Polls of ~2000 registered voters nationwide

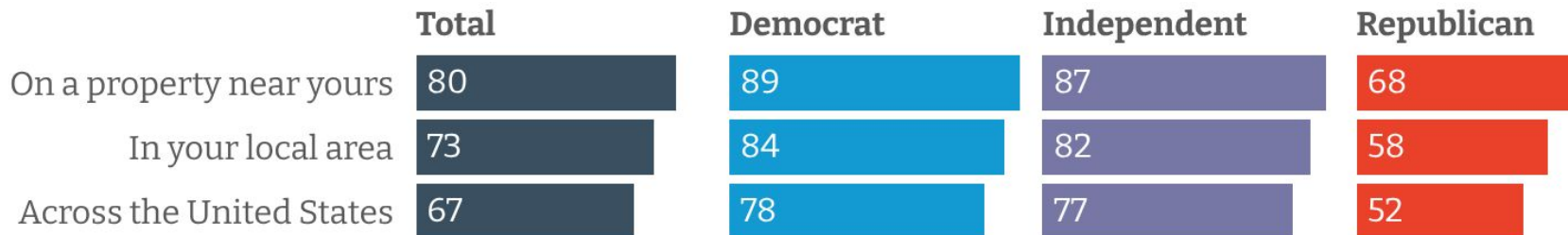


Most voters oppose data centers regardless of location

Majorities among all political affiliations oppose data centers everywhere, though Republican opposition is lower

EMBOLD research

Data centers are large facilities that house computer servers used to store information, process data, and power technologies such as artificial intelligence (AI). Do you support or oppose data centers being built in the following areas?



Numbers above represent strongly/somewhat oppose

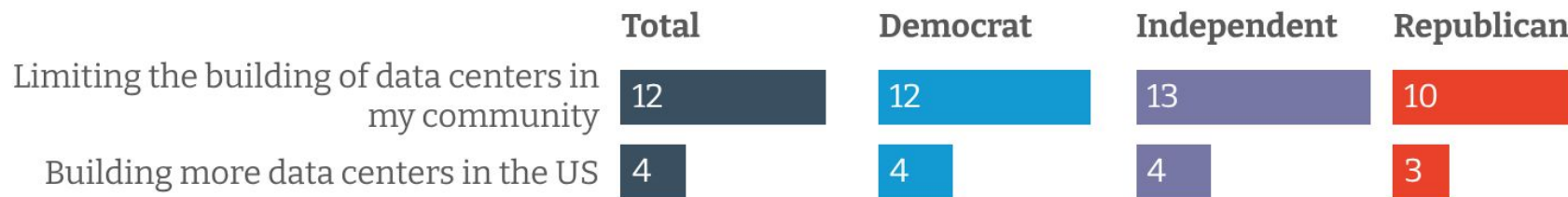


Voters are 3 times as likely to consider limiting data centers a priority, versus building more

About 1 in 8 voters rank limiting data centers in their community as a top 3 political issue, with broad agreement across parties

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Which of the following issues are most important to you politically? You can choose THREE.



These issues rank 20th and 26th out of 26

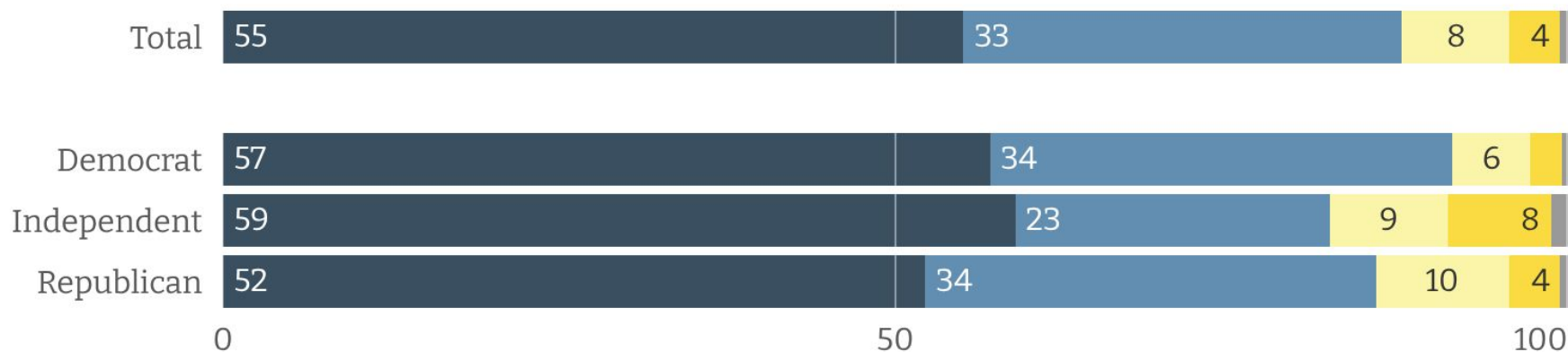


Most voters are hearing a lot about data centers right now

EMBOLD research

How much have you seen, heard, or read about data centers in the last few weeks?

● A lot ● Some ● Very little ● Nothing at all ● Not sure

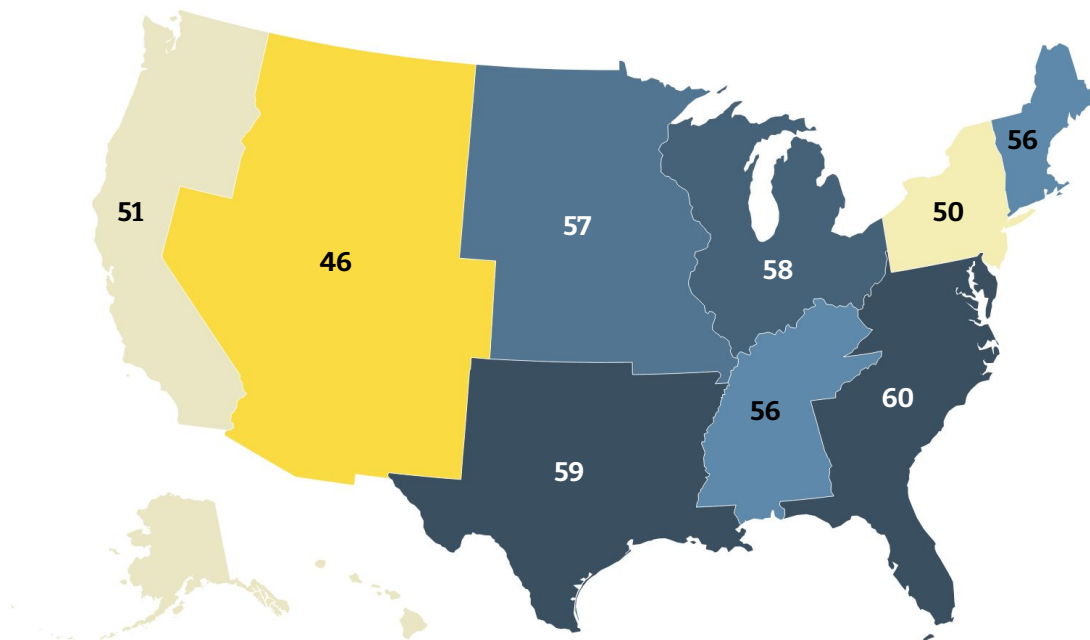


Data from a September 2026 Embold Compass Poll of ~2000 registered voters nationwide

6 in 10 voters in the South Atlantic region are hearing a lot, versus fewer than half in the Mountain region

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How much have you seen, heard, or read about data centers in the last few weeks?



Data from a September 2026 Embold Compass Poll of ~2000 registered voters nationwide

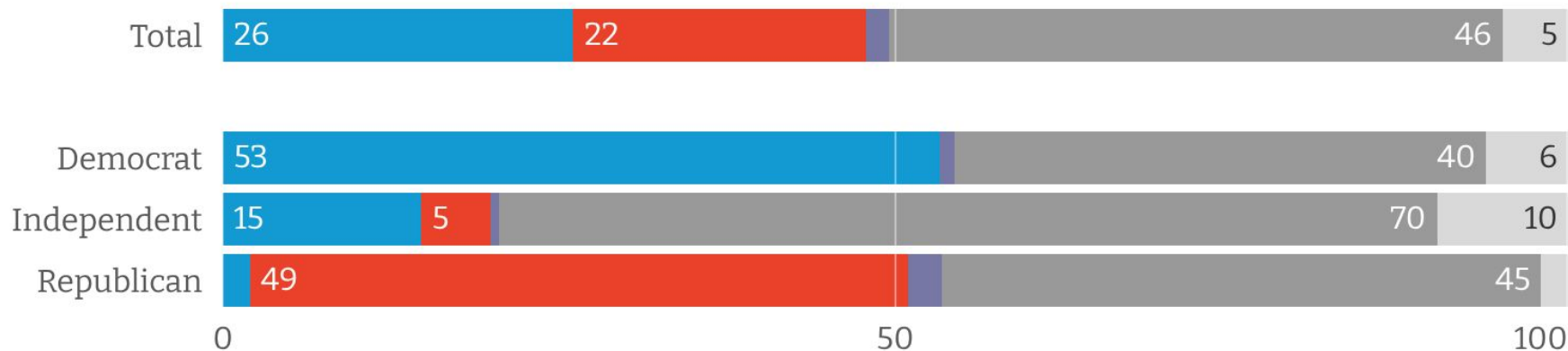


Nearly half of voters, and 7 in 10 Independents, trust neither party to handle data center development

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Do you trust the Democrats or Republicans more to handle data center development?

● Trust Democrats more ● Trust Republicans more ● Trust both equally ● Trust neither ● Not sure



Data from a September 2026 Embold Compass Poll of ~2000 registered voters nationwide

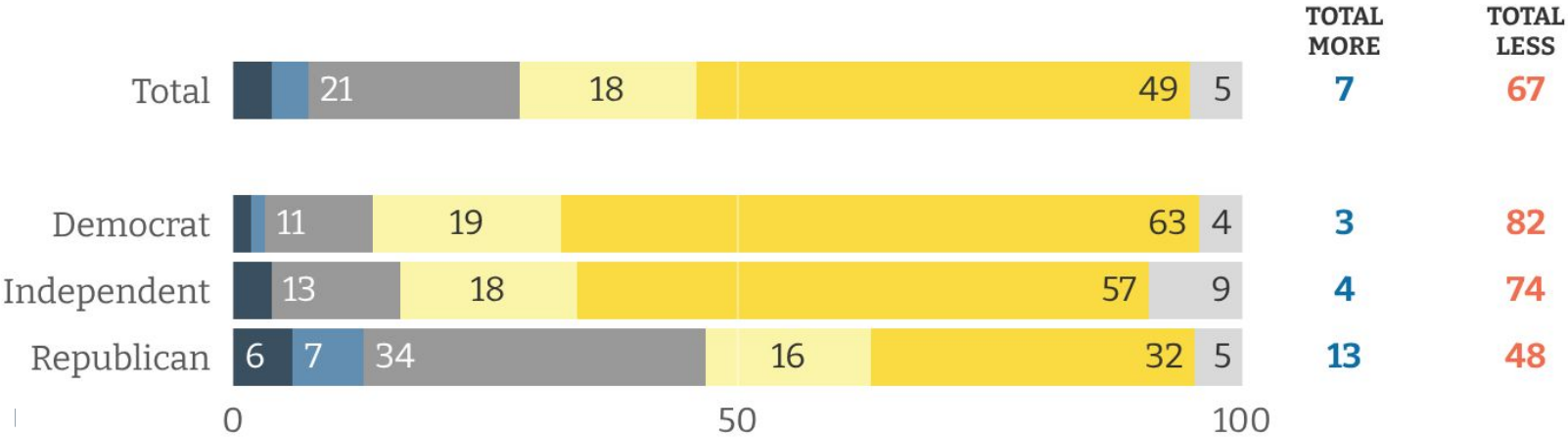
2 in 3 voters are less likely to support pro-data center candidates

This includes 3 in 4 Independents and more than 8 in 10 Democrats

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Would you be more or less likely to support a candidate who supported data centers being built in your area, or would it make no difference to you?

● Much more likely to support ● Somewhat more likely to support ● Makes no difference ● Somewhat less likely to support ● Much less likely to support ● Not sure



Data from a September 2026 Embold Compass Poll of ~2000 registered voters nationwide

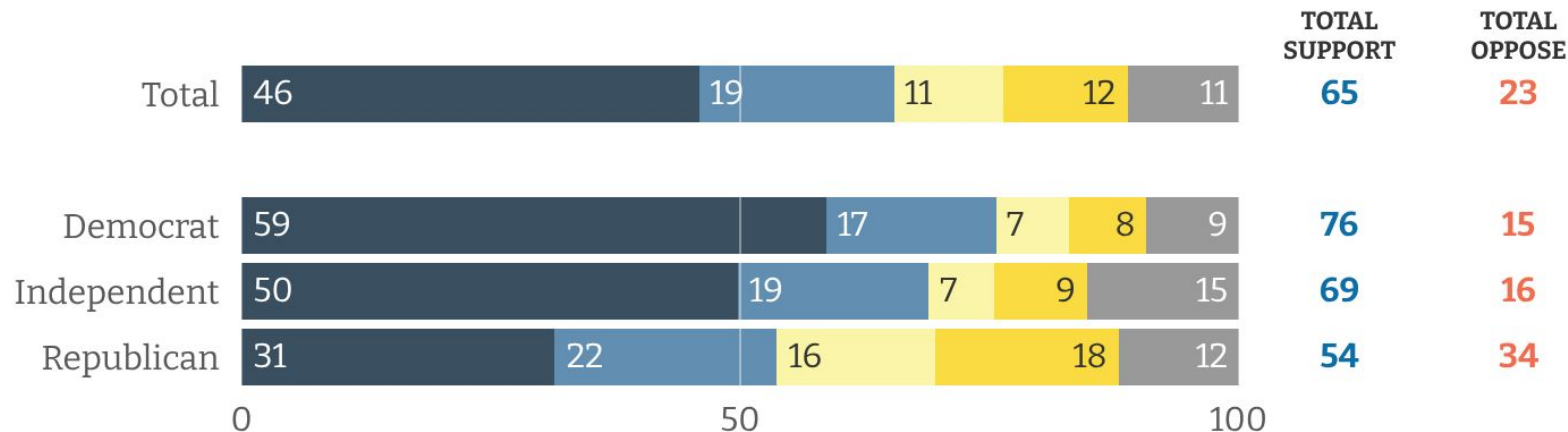
Nearly 2 in 3 voters support a moratorium on new data centers in their area

This includes majorities of all political affiliations, and more than 3 in 4 Democrats

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Some people have proposed a data center moratorium, a temporary legal pause on building or expanding large computer server hubs. Would you support or oppose a data center moratorium in your area?

● Strongly support ● Somewhat support ● Somewhat oppose ● Strongly oppose ● Not sure

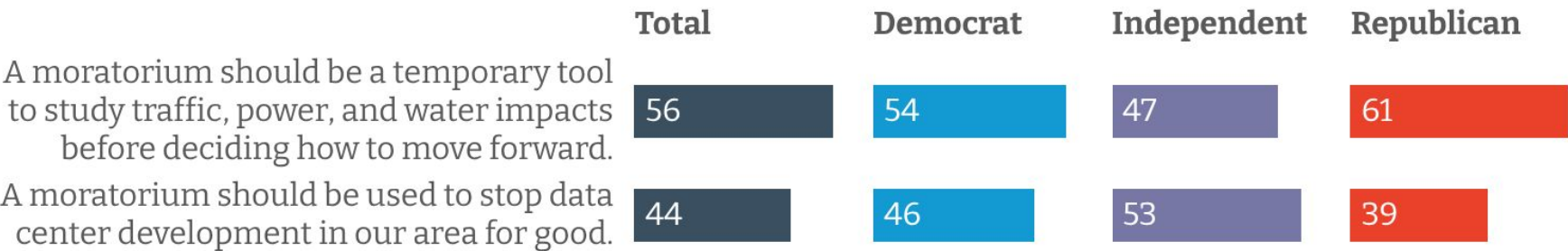


Data from a September 2026 Embold Compass Poll of ~2000 registered voters nationwide

A small majority of moratorium supporters say it should be temporary, but nearly half prefer that it be permanent

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Even if neither is exactly right, which of the following statements comes closest to your opinion?



May 2026

Heatmap News poll

Registered voters nationwide



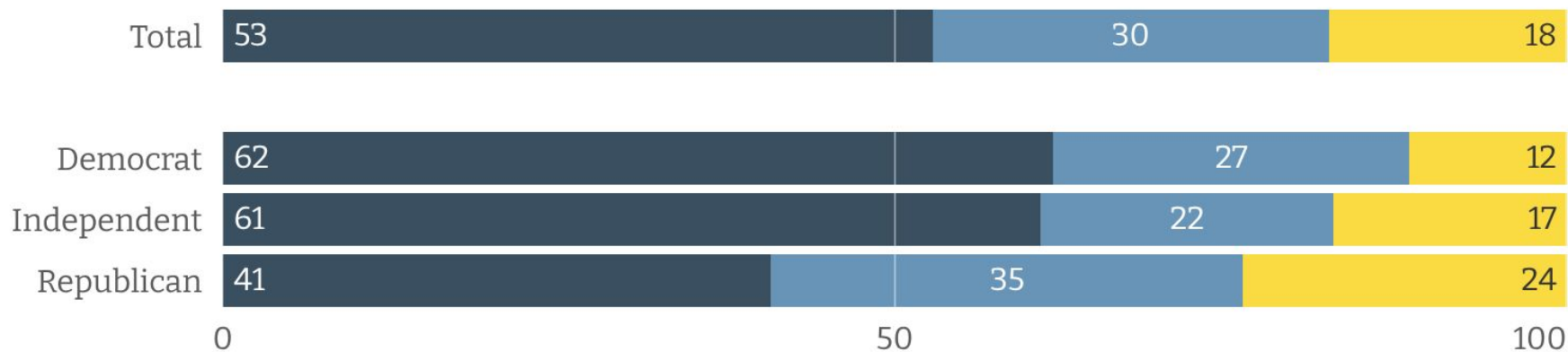
A majority of voters place a lot of blame on new data center construction for rising electricity costs

Republicans are less likely to do so, but more than 4 in 10 share this view

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Electricity costs are rising in many areas. How much, if at all, do you blame "the construction of new data centers" for the increase?

● A lot ● A little ● Not at all



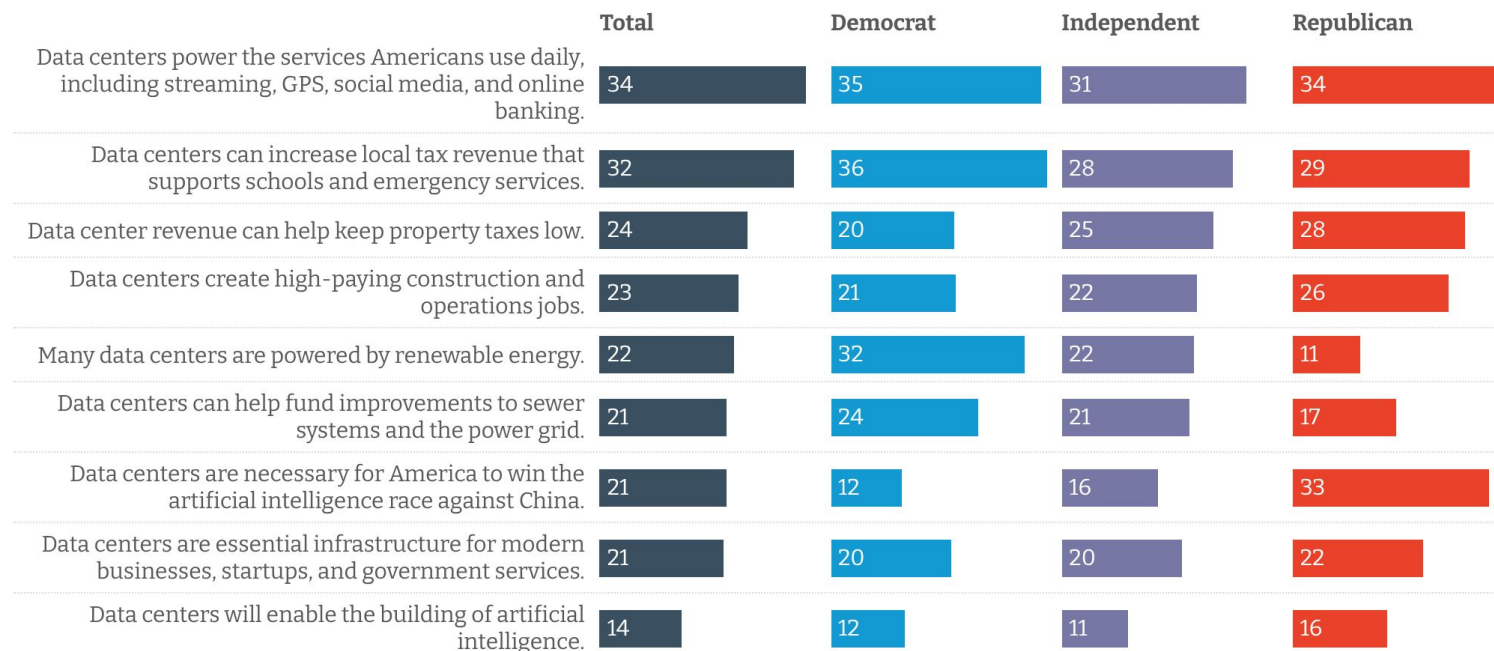
Data from a May 2026 Heatmap News Poll of ~4000 registered voters nationwide

Data centers powering services and increasing local tax revenue are the top perceived benefits

Republicans also see beating China in the AI race as a top benefit

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Below are some benefits others have raised about data centers. Which do you find most convincing as reasons to support data centers in your area? Please choose up to THREE.



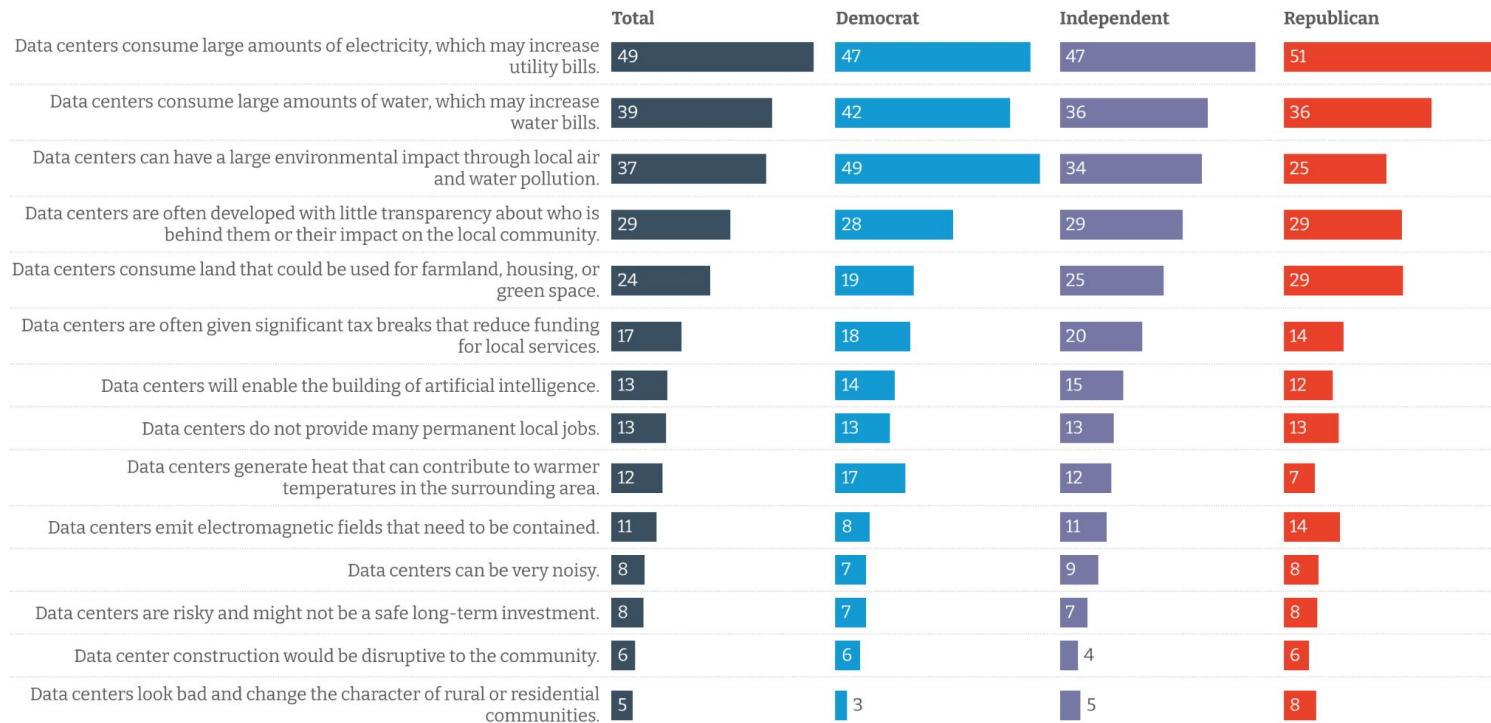
Data from a May 2026 Heatmap News Poll of ~4000 registered voters nationwide

Electricity and water consumption are top concerns locally

For Dems, environmental impact is the top issue, while Republicans care disproportionately about land use

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Below are some concerns others have raised about data centers. Which do you find most convincing as reasons to oppose data centers in your area? Please choose up to THREE.



Data from a
May 2026
Heatmap
News Poll of
~4000
registered
voters
nationwide



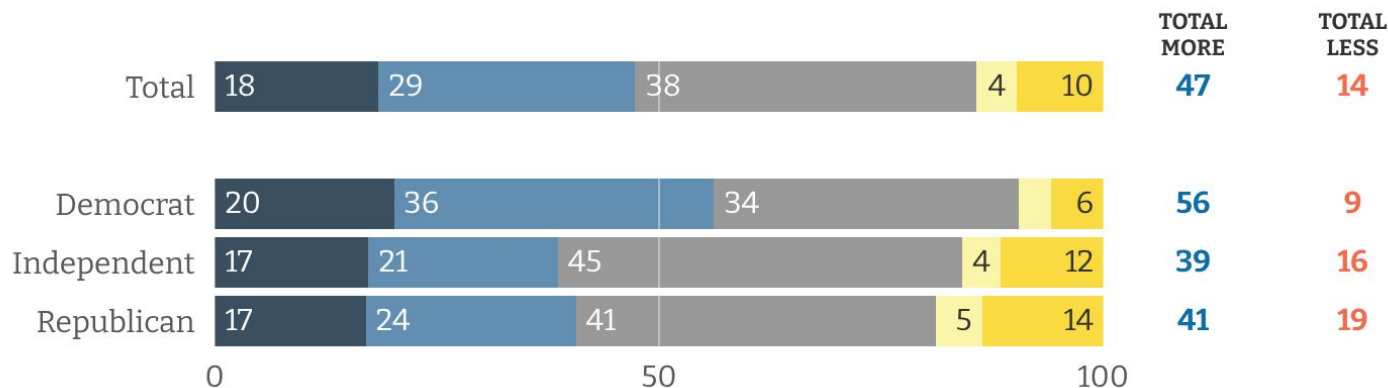
Almost half of voters are more supportive of data centers in their local area if the data centers use clean energy

More than half of Democrats and about 4 in 10 Independents/ Republicans share this view

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Would you be more or less likely to support a data center in your local area if a substantial portion of the power it needs was generated on site using clean energy, such as solar or geothermal?

● Much more likely to support ● Somewhat more likely to support ● Makes no difference ● Somewhat less likely to support ● Much less likely to support



Data from a May 2026 Heatmap News Poll of ~4000 registered voters nationwide



August 2026

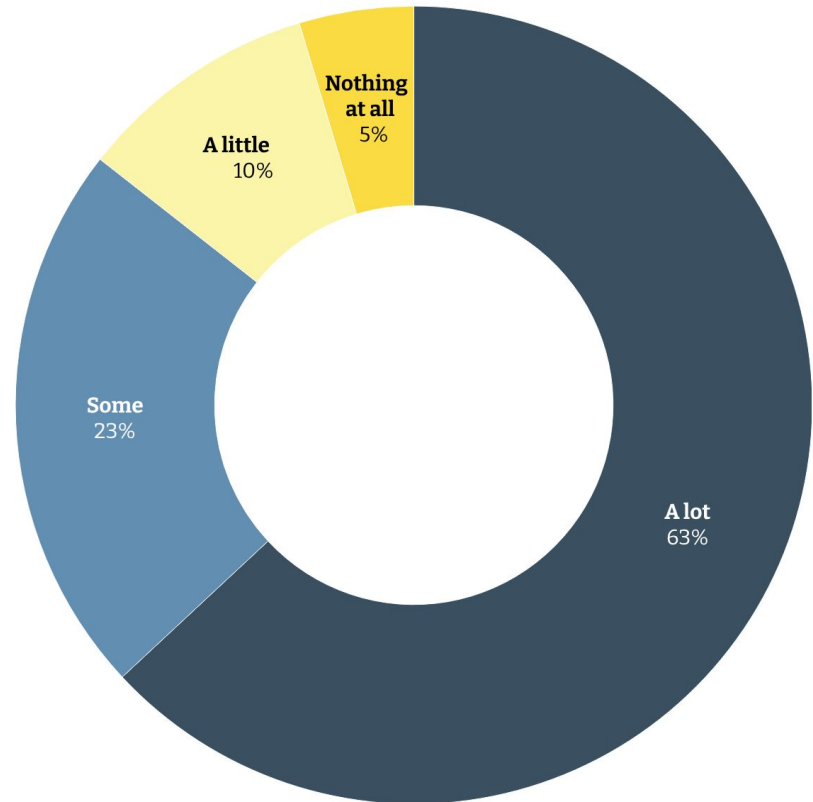
Deploy-Action / Virginia Solar

Registered voters in VA
poll

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How much, if anything, have you seen or heard about data centers being built in Virginia?

Nearly two in three VA voters have seen or heard “a lot” about data centers being built in their state



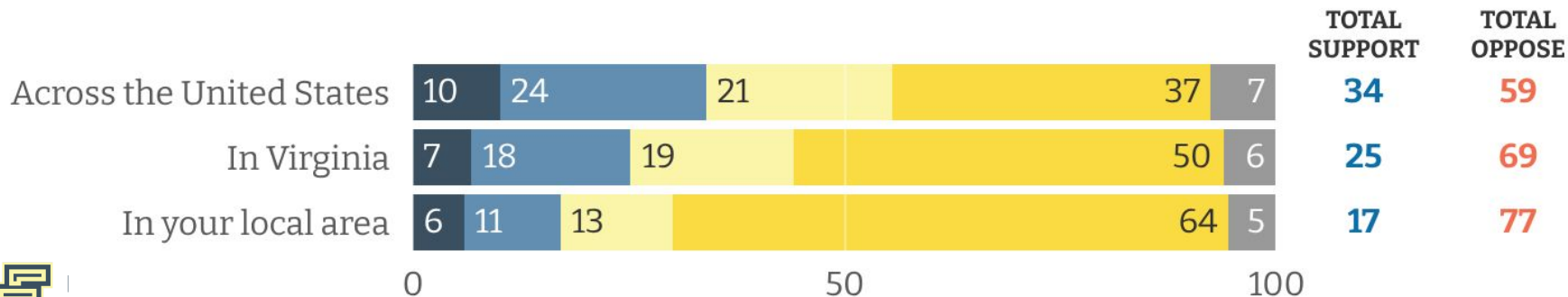
A large majority oppose data centers being built in Virginia, including 64% who “strongly oppose” one in their local area

Opposition to data centers both locally and across VA spans the political spectrum, with majorities of all affiliations opposed

EMBOLD research

Data centers are large facilities that house computer servers used to store information, process data, and power technologies such as artificial intelligence (AI). Do you support or oppose data centers being built in the following areas?

● Strongly support ● Somewhat support ● Somewhat oppose ● Strongly oppose ● Not sure



Data from an August 2026 Deploy-Action/Virginia Solar Alliance poll of ~1000 registered voters in Virginia

Nine in ten voters support requiring data centers to pay the full cost of new energy infrastructure

Voters also support requiring them to generate their own power, including 82% who support requiring this energy to be renewable

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Data centers are driving a lot of Virginia's growing demand for electricity. Some have proposed requirements for data center developers to help manage the costs and impacts on nearby communities. Would you support or oppose each of the following requirements?

● Strongly support ● Somewhat support ● Somewhat oppose ● Strongly oppose ● Not sure

Requiring data centers to pay the full cost of new energy infrastructure built to serve them



**TOTAL
SUPPORT**
89

**TOTAL
OPPOSE**
5

Requiring data centers to generate some of their own power rather than adding to the demand on Virginia's existing electric grid



86

7

Requiring data centers to generate their own power using renewable energy sources



82

8

Requiring data center developers to fund improvements that lower nearby residents' electricity bills by 20% or more, which may include paying for rooftop solar panels or batteries in individual homes and apartments dwellings



76

12



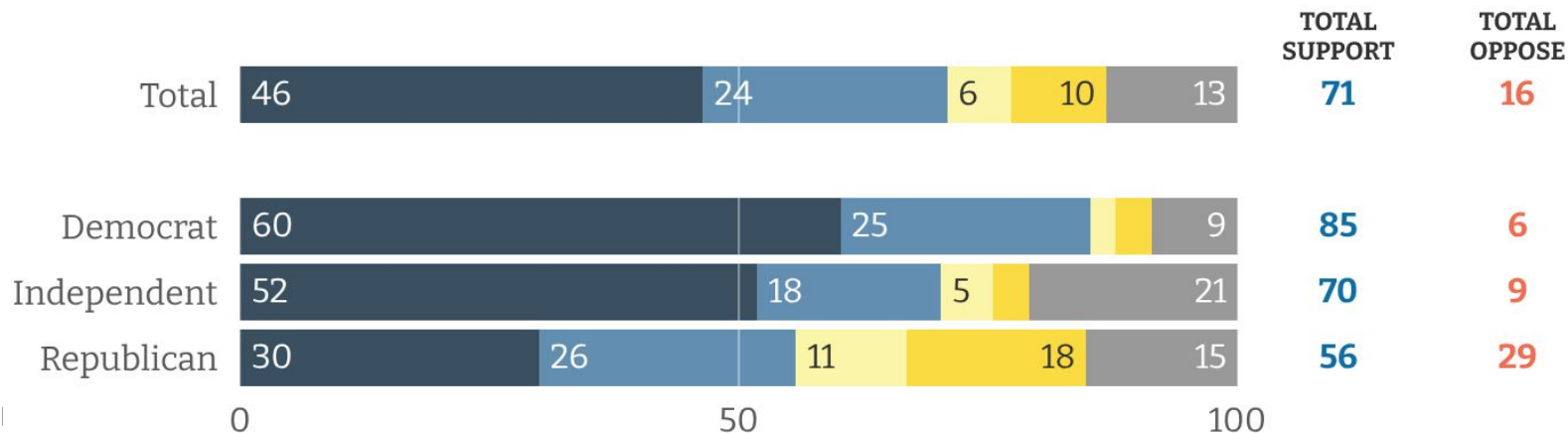
Data from an August 2026 Deploy-Action/Virginia Solar Alliance poll of ~1000 registered voters in Virginia

Seven in ten (71%) voters support mandating off-grid data centers to use renewable energy sources for their energy needs

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A growing number of data centers are building their own power sources, often using fossil fuels like natural gas, instead of relying on the shared electric grid. Would you support or oppose requiring these data centers to use renewable energy sources, like solar and battery storage, to power these facilities if operating off the shared electric grid?

● Strongly support ● Somewhat support ● Somewhat oppose ● Strongly oppose ● Not sure



Data from an August 2026 Deploy-Action/Virginia Solar Alliance poll of ~1000 registered voters in Virginia



THANK YOU

QUESTIONS?

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